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Title:
Speech for opening of Radio 5 double-A

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5 Double-A is on air, and the people of Adelaide have another radio station to give them music and news.

From today, 5 Double-A will join other Adelaide media in providing a service to the people of South Australia and at the same time a different type of musical programming.

5 Double-A describes its style as good music and I am sure that it will be well received.

But there is more to a radio station than music and 5 Double-A will provide community news and help community projects.

To achieve this, the station has appointed

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a Community Affairs Officer to ~~be~~ involve the people of the city in a programme of making this radio station pleasant to listen to, but informative as well.

5 Double-A's licence is the first new commercial radio licence granted in Adelaide since 1930 and the company which will run the station, Festival City Broadcasters, is owned by a wide cross-section of the community. Individuals, employee organisations, public companies, private companies and professional people have all bought shares.

It is encouraging that union groups have joined in this venture to provide an

additional radio station in the city because employee groups which represent so many wage earners should take a greater social and financial interest in the organisation of our society.

5 Double-A offers great potential for community involvement and this emphasises not only the role of radio as a public service but also the responsibilities of commercial organisations to make sure facilities are available to the people.

(I am pleased to declare 5 Double-A open.